ORDER

FIRST FOR YOU

Orders	Order / Rev:	724249							
	Alt Order #:	06390331	06390331 NELSON FOR SENATE 645 10/30/12 - 11/06/12 10/23/12 / 10/23/12 Political			FIRST FO	R YOU		
	Product Desc:	NELSON FOR				A GANKETT COMPANY WJXX-TV Jim Quinn T-PHI NAT			
	Estimate:	645							
	Flight Dates:	10/30/12 - 11/0			y AE:				
	Original Date / Re	/: 10/23/12 / 10/2			Office:				
	Order Type:	Political			Region:				
Agency	Name:	Abar Hutton N	/ledia/ POL						
	Buying Contact:		6190 Grovedale Court Suite 200		Гуре:	Cash Broadcast EOM/EOC			
	Billing Contact:				Calendar:				
		6190 Groveda			Cycle:				
		Alexandria, VA	Alexandria, VA 22310		/ Commission:	15%			
Advertiser	Name:	Nelson, B/ D /	US Senate						
	Demographic:	A35+	A35+ PL-US Senate		usiness Thru:				
	Product Codes:	PL-US Senate			Separation:	00:15:00			
	Priority:	P-3	P-3		ser External ID:				
	Revenue Codes: AGY, GEN, POL		Agency	External ID:					
Bill Plan				Totals					
Start Date	End Date # Spo	ts Gross Amount	Net Amount	Month	# Spots		Net Amount	Rating	
10/29/12	11/06/12	23 \$6,490.00	\$5,516.50	November 20		. , , , , , , , , , , , , , , , , , , ,	\$5,516.50	0.00	
				Totals	2	3 \$6,490.00	\$5,516.50	0.00	

Account Executive	ccount Executive Sales Office Sales Region		Start Date / End Date	Order %	
Jim Quinn			Start Of Order - End Of Order	100%	

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 WJXX 10/30/12 11/01/12		M-F 6a-7a	- T- T	:30 2	\$90.00 P-3	0.00 NM	2	\$180.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>11/04/12</u>	M-F 6a-7a <u>Weekdays</u> <u>Spots/Week</u> -T-T 2	<u>Rate</u> \$90.00	Rating 0.00					
2 WJXX 11/05/12 11/05/12		M-F 6a-7a	M	:30 1	\$90.00 P-3	0.00 NM	1	\$90.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	M-F 6a-7a <u>Weekdays</u> M 1 Spots/Week	Rate \$90.00	Rating 0.00					
3 WJXX 10/31/12 11/01/12	3	M-F 7a-9a	WΓ	:30 2	\$110.00 P-3	0.00 NM	2	\$220.00
Ctart Data - Fred Data	M-F 7a-9a	Data	Datina					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>End Date</u>	Weekdays Spots/WeekWT 2	<u>Rate</u> \$110.00	Rating 0.00					
4 WJXX 11/06/12 11/06/12	Good Morning America CM M-F 7a-9a	M-F 7a-9a	- T	:30 1	\$110.00 P-3	0.00 NM	1	\$110.00
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 11/05/12 11/11/12	-T 1	\$110.00	0.00		^		_	*
5 WJXX 11/01/12 11/02/12	Regis & Kelly CM Regis & Kelly	M-F 9a-10a	TF	:30 2	\$75.00 P-3	0.00 NM	2	\$150.00
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$75.00	Rating 0.00					
6 WJXX 11/01/12 11/01/12	M-F 10-11AM CM M-F 10a -11a	M-F 10a -11a	aT	:30 1	\$65.00 P-3	0.00 NM	1	\$65.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12	T 1	\$65.00	0.00					

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Order / Rev: 724249 Advertiser: Nelson, B/ D / US Senate

Alt Order #: 06390331 Product Desc: NELSON FOR SENATE WJXX-TV

Flight Dates: 10/30/12 - 11/06/12 Estimate: 645

Ln Ch Start End	Inventory Code Br	eak Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
7 WJXX 11/05/12 11/05/	12 M-F 10-11AM CM M-F 10a -11a	M-F 10a -11	а М	:30	1 \$65.00 P-3	0.00 NM	1	\$65.00
Start Date End Da	te Weekdays Spots/W	eek Rate	Rating					
Week: 11/05/12 11/11/1		1 \$65.00	0.00					
8 WJXX 11/02/12 11/02/	12 3-4p CN Wendy Williams	1 3-4p	F	:30	1 \$100.00 P-3	0.00 NM	1	\$100.00
Start Date End Da Week: 10/29/12 11/04/1			Rating 0.00					
9 WJXX 11/01/12 11/01/	= = = = = = = = = = = = = = = = = = = =	1 \$100.00 1 M-F 5p-5:30		:30	1 \$80.00 P-3	0.00 NM	1	\$80.00
9 11/01/12 11/01/	M-F 5-5:30pm	i ivi-i 5p-5.50	р1	.50	ι φου.σσι-σ	0.00 14101	'	ψου.ου
Start Date End Da Week: 10/29/12 11/04/1		eek <u>Rate</u> 1 \$80.00	Rating 0.00					
10 WJXX 11/05/12 11/05/	12 FCN News at 5:30 CN M-F 5:30-6pm	M-F 5:30p-6	р М	:30	1 \$110.00 P-3	0.00 NM	1	\$110.00
Start Date End Da			Rating					
Week: 11/05/12 11/11/1	2 112	1 \$110.00 I M-F 7:30p-8	0.00 p M	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
11 00000 11/00/12 11/00/	M-F 7:30-8p	i ivi-i 7.30p-0	Р	.50	ι ψ200.001-3	0.00 14101	'	Ψ200.00
Start Date End Da Week: 11/05/12 11/11/1		eek Rate 1 \$200.00	Rating 0.00					
12 WJXX 11/05/12 11/05/		•	M	:30	1 \$1,500.00 P-3	0.00 NM	1	\$1,500.00
Start Date End Da	te Weekdays Spots/W	nok Pata	Pating					
Start Date End Da Week: 11/05/12 11/11/1		eek Rate 1 \$1,500.00	Rating 0.00					
13 WJXX 11/02/12 11/02/	12 Fri Prime A CN Shark Tank		F	:30	1 \$825.00 P-3	0.00 NM	1	\$825.00
Start Date End Da	te Weekdays Spots/W		Rating					
Week: 10/29/12 11/04/1	-	1 \$825.00 1 758p-1130p	0.00	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
11 110/01 11/00/12 11/00/	758p-1130p	7000	5	.00	. 41,200.001	0.00 14141	<u> </u>	Ψ1,200.00
Start Date End Da Week: 10/29/12 11/04/1		eek Rate 1 \$1,200.00	Rating 0.00					
15 WJXX 11/04/12 11/04/			S	:30	1 \$1,050.00 P-3	0.00 NM	1	\$1,050.00
	Revenge							
Start Date End Da Week: 10/29/12 11/04/1		eek Rate 1 \$1,050.00	Rating 0.00				l	
16 WJXX 11/04/12 11/04/	12 FCN News at 11pm CN		1:35p S	:30	1 \$225.00 P-3	0.00 NM	1	\$225.00
Start Date End Da	M-Su 11-11:35p te Weekdays Spots/W	eek Rate	Rating					
Week: 10/29/12 11/04/1		1 \$225.00	0.00					
17 WJXX 11/02/12 11/02/	12 Jimmy Kimmel CN Jimmy Kimmel	M-F 12:05a-	1:05a F	:30	1 \$60.00 P-3	0.00 NM	1	\$60.00
Start Date End Da	te Weekdays Spots/W		Rating					
Week: 10/29/12 11/04/1 18 WJXX 11/03/12 11/03/	_	1 \$60.00 I GMA Saturd	0.00 layS-	:30	1 \$85.00 P-3	0.00 NM	1	\$85.00
10 00000 11/00/12 11/00/	GMA Saturday	own Coalara	ldy 5	.00	τ φοσ.σστ σ	0.00 14101		Ψ00.00
Start Date End Da Week: 10/29/12 11/04/1		eek <u>Rate</u> 1 \$85.00	Rating 0.00					
19 WJXX 11/03/12 11/03/		-	S-	:30	1 \$125.00 P-3	0.00 NM	1	\$125.00
Start Date End Da	te Weekdays Spots/W		Rating					
Week: 10/29/12 11/04/1 20 WJXX 11/04/12 11/04/		1 \$125.00	0.00	:30	1 \$50.00 D.2	0.00 8184	4	¢ E0.00
20 WJAA 11/04/12 11/04/	12 First Coast News On Poion First Coast News On Point	ı Fiisi Coast N	News (S	.30	1 \$50.00 P-3	0.00 NM	1	\$50.00
Start Date End Da Week: 10/29/12 11/04/1		eek Rate 1 \$50.00	Rating 0.00					
VVGGR. 10/23/12 11/04/1	د ن	ι φου.υυ	0.00			Totala	22	¢c 400 00